

## CHANGE LEADERS: HOW THEY STRIVE FOR SUCCESS

**SKSHAMSHAD AHAMED\*, DR. SUJA.S.NAIR\*\***

\*RESEARCH SCHOLAR, DEPARTMENT OF BUSINESS MANAGEMENT,  
VIKRAMA SIMHAPURI UNIVERSITY, NELLORE, ANDHRA PRADESH, INDIA.

\*\*ASSOCIATE PROFESSOR, DEPARTMENT OF BUSINESS MANAGEMENT,  
VIKRAMA SIMHAPURI UNIVERSITY, NELLORE, ANDHRA PRADESH, INDIA.

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### ABSTRACT

In today's global economy, the answers to sustaining success are not found in getting closure; they are found in moving forward to sustain and expand an organization's reputation for excellence. The best leaders do not just want a good year; they want to further and enhance a dynasty. The best don't just initiate change; they make change work over and over again as the business grows and changes. As a result, there is an unsettling truth about leadership in the future; the change leaders' race will *never* be over. The great game of leadership is no more likely to be *finished* than your family's favourite television soap opera. Instead, organizations and the men and women who lead them will have to be ready to *keep inventing* the future. As markets mature, leaders are left with a choice—to be change masters or change blockers! Far too many begin to put up roadblocks to change, deny threats or competition and embrace entitlement! Change masters see business maturity as an invitation to refocus, retool and reinvent the organization to better serve customers.

**KEY WORDS:** Economy, Leader, Change, roadblocks, Organisation.

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